

Message Text

UNCLASSIFIED

PAGE 01 MUNICH 01644 021440Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 USIA-15 /035 W
-----022137Z 037054 /72

R 021350Z JUN 77
FM AMCONSUL MUNICH
TO AMEMBASSY BONN
AMEMBASSY BERN
AMEMBASSY VIENNA
USMISSION USBERLIN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL STUTTGART
AMCONSUL ZURICH
INFO SECSTATE WASHDC 8548
USDOC WASHDC

UNCLAS MUNICH 1644

E.O. 11652: N/A
TAGS: BEXP, GW, AU, SZ
SUBJECT: FOREIGN BUYER PROGRAM: NATIONAL SPORTING GOODS SHOW,
HOUSTON, JANUARY 26-29, 1978, STATUS REPORT ONE

REF: (A) MUNICH 1292; (B) MUNICH 1194; (C) MUNICH 1076

1. PRINTER IS WORKING ON "MINI-FLYER", IN POSTCARD FORMAT WITH
MUNICH RETURN PREPAID, TO BE INCLUDED IN FIRST MAILINGS TO
APPROXIMATELY 7,000 IDENTIFIED SPORTING GOODS DEALERS,
DISTRIBUTORS, AND MANUFACTURERS IN GERMANY, AUSTRIA, AND
SWITZERLAND. EMBASSY BONN IS PRODUCING COVER LETTER FOR USE
IN GERMANY FOR THIS FIRST MAILING EFFORT. WE EXPECT TO HAVE FLYERS,
ENVELOPES, AND LETTER IN MAIL IN GERMANY BY MID-JUNE.
FLYERS, ENVELOPES AND SAMPLE LETTER WILL BE SENT TO BERN,
VIENNA, AND ZURICH AT SAME TIME. FLYER IS MARKED FOR RETURN
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TO MUNICH, AND AUSTRIA AND SWITZERLAND MAY WANT TO HAVE
RETURN COVERED WITH GUMMED LABEL FOR RETURN TO YOUR POSTS. IF
YOU DO, PLEASE LET US KNOW SO THAT WE CAN ADJUST OUR RETURN
FILE ACCORDINGLY.

2. GAME PLAN IS AS FOLLOWS. THIS IS PRELIMINARY, AND WE WOULD
APPRECIATE SUGGESTIONS: COMMENTS FROM ADDRESSEES ON HOW E

MIGHT IMPROVE IT.

A) DO FIRST MAILING OF "MINI-FLYER," WITH COVERING LETTER BY JUNE 15, 1977.

B) DURING JULY ANALYZE RETURNS FROM FIRST MAILING: MAKE-UP MAJOR BROCHURE WITH ALL OPTIONAL TOURS AND FIXED PRICES.

C) AS RESULT OF (B), DETERMINE HOW MANY BROCHURES AND COVER LETTERS WILL BE NEEDED FOR KEY PROSPECT CALL CAMPAIGN AND HAVE THESE PRINTED BY AUGUST 17, 1977.

D) DRAFT KEY PROSPECT CALL LIST IN MID-AUGUST AND HAVE IN HAND OF POST COMMERCIAL OFFICER BY SEPTEMBER 1, 1977.

E) MAIL MAJOR BROCHURE, WITH APPROPRIATE COVERING LETTER, TO PROSPECTS SEPTEMBER 6, 1977.

F) BEGIN KEY PROSPECT CALL CAMPAIGN SEPTEMBER 6, 1977. WE PRESUME THAT WE WILL NOT RPT NOT MAIL MAJOR BROCHURE TO FIRMS IDENTIFIED FOR PERSONAL CALLS, BUT THAT CAN BE DONE IF POSTS SO DESIRE.

G) DRAFT LETTER TO BE USED FOR KPC FOLLOW-UP CAMPAIGN TO 2,000 BEST PROSPECTS AND HAVE PRINTED BY SEPTEMBER 26, 1977.

H) OCTOBER 3, 1977: HAVE 30 ACCEPTANCES IN HAND.

I) OCTOBER 3, 1977: AVE POST DISTRIBUTE 2,000 LETTERS AS UNCLASSIFIED

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KICK-OFF OF FOLLOW-UP CAPAIGN.

J) OCTOBER 10: PERSONAL CALL PORTION OF FOLLOW-UP CAMPAIGN BEGINS.

K) NOVEMBER 2, 1977: HAVE 50 PARTICIPANTS COMMITTED.

L) NOVEMBER 7: BEGIN TELEPHONE CAMPAIGN TO GET FINAL 25 (OR NUMBER NEEDED) PARTICIPANTS TO ACCEPT OUR KIND INVITATION TO HOUSTON.

M) NOVEMBER 23, 1977: GIVE PAN AM LIST OF 75 PERSONS WHO WILL BE GOING TO HOUSTON AS PART OF OUR "RED CARPET" PROGRAM.

3. PRELIMINARY PLANNING CALLS FOR PARTICIPANTS TO FLY TO HOUSTON ON WEDNESDAY, JANUARY 25, 1978, AND BE READY FOR SHOW OPENING ON JANUARY 26. THEY WILL DEPART HOUSTON AT MID DAY, JANUARY 29, TO MIAMI, WHERE THEY WILL VISIT APPROPRIATE SPORTING GOODS RELATED INDUSTRIES. ON JANUARY 31 THEY WILL BE IN DISNEYWORLD/

CAPE CANAVERAL VISITING ATTRACTIONS IN MID-FLORIDA. RETURN TO EUROPE WILL BEGIN FEBRUARY 1 WITH FLIGHT TO NEW YORK AND ARRIVAL IN EUROPE ON FEBRUARY 2, 1978. WE ESTIMATE COST WILL BE APPROXIMATELY DM 2,600 BASED ON FRANKFURT DEPARTURE.

4. FOR BER, ZURICH, AND VIENNA: AMEXCO MUNICH IS COORDINATING WITH AMEXCO OFFICES AT YOUR POST. WOULD APPRECIATE YOUR CHECKING WITH YOUR LOCA OFFICE TO DETERMINE JUST HOW EFFECTIVE THIS WILL BE. SHOULD YOU NOT BE SATISFIED, LET US KNOW AND WE WILL SEE WHAT CAN BE DONE FROM HERE.

5. COMMENTS AND SUGGESTIONS ON ANY OF THE ABOVE ARE CORDIALLY INVITED. MULTI-LANGUAGE BROCHURES FROM THE SHOW PROMOTER SHOULD APPROVE AT EACH POST IN MID-SUMMER AND SHOULD BE INCLUDED IN THE MAILING OF SEPTEMBER 6, UNLESS POST WOULD PREFER TO USE THEM ONLY IN PERSONAL CALLS. BETTS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 02-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977MUNICH01644
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770197-0324
Format: TEL
From: MUNICH
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770698/aaaadhuu.tel
Line Count: 131
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 370c4186-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Channel Indicators: n/a
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Review Release Date: n/a
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Review Withdrawn Fields: n/a
SAS ID: 2305318
Secure: OPEN
Status: NATIVE
Subject: FOREIGN BUYER PROGRAM: NATIONAL SPORTING GOODS SHOW, HOUSTON, JANUARY 26-29, 1978, STATUS REPORT ONE
TAGS: BEXP, GE, AU, SZ
To: BONN BERN
Type: TE
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